Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

UNCLASSIFIED

PAGE 01 STATE 095970

60
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY 0IC/OIM/229
APPROVED BY EB/CSB/OCA/CCBERLIN
BIC/OIM/DM/EWTATGE
COM/OMP/PD/CGENDREAU
EB/CSB/OCA/CM/SHARRIS
EUR/RPE/REBRESSLER
EUR/SE/MDURKEE
---------- 023625
R 210026Z APR 76
FM SECSTATE WASHDC
TO AMEMBASSY MADRID
INFO AMCONSUL BARCELONA
AMCONSUL BILBAO

UNCLAS STATE 095970

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977 DRAFT CCP

REF: (A) MADRID 0706, 1/29/76; 1385, 2/27/75

(B) STATE A-7369, 12/10/75

1. W.C.A.G. AGREED DRAFT OF FY-1977 CCP FOR SPAIN BEING SENT TO EMBASSY VIA APO ON 4/16/76. DRAFT ;AS BEEN RE-VIEWED AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION GROUP (WCAG). RECOMMENDATIONS SUBMITTED IN REF (A) HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRO-DUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

2. WE NOTE IN NUMEROUS CCPS THAT CAMPAIGN ACTION OFTEN ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 095970

ACTIVE INVOLVEMENT OF USIS SERVICES. TO STRENGTHEN USIA

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR PROJECTED SUPPORT OF CCP CAMPAIGNS WITH THEIR FY-77 COUNTRY PLANS. IN USIA, REQUESTS FOR NEW MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED

WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY-1977, WHICH WERE ENUMERATED IN REF (B) AND STATE 54879.

3. WCAG REPRESENTATIVES R. TURNER, COUNTRY MARKETING MANAGER FOR SPAIN COMMERCE, BIC/OIM AND R. DAY, COMMERCIAL DEVELOPMENT DIVISION, STATE, EB/OCA/CD ARE PLANNING TO VISIT MADRID FROM MAY 4-7, FOR PURPOSE OF REVIEWING ALL ASPECTS OF THE DRAFT AND FINALIZING THE FY-1977 CCP FOR SPAIN. WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED, INITIALLED TEXT OF THE CCP REFLECTING APPROVAL OF THE CCAG AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER.

4. SEPARATE MESSAGE CONCERNING TURNER/DAY ITINERARY AND FLIGHT ARRIVALS WILL FOLLOW.

5. ACTION REQUESTED; POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE/UPDATE SECTION II, PERSONNEL RESOURCE LIST. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN. ROBINSON

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE095970
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/229
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760150-0357
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760438/aaaabgew.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 MADRID 706
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 12 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 AUG 2004 by SilvaL0>; APPROVED <18 JAN 2005 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM - FY 1977 DRAFT CCP
TAGS: BEXP, SP
To: MADRID
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006